

SUMMARY

Experienced educator and instructional designer with 20+ years of expertise in teaching, curriculum development, and digital learning design. Passionate about creating inclusive, student-centered courses that build writing mastery, critical thinking skills, and foster personal growth. Committed to empowering diverse learners through innovative teaching strategies, technology, and collaboration, to ultimately prepare them for personal excellence beyond the classroom in their careers and communities.

SKILLS & PROFICIENCIES

- Instructional Design and eLearning Development
- Course design and curriculum development
- Developing and teaching in person, online, and hybrid courses
- Lecturing, facilitating, and student evaluation
- Website and App Development
- Entrepreneurship (business development and strategy)

EDUCATION

Developing and Teaching Online/Hybrid Courses
OCC ATG, Fall 2023 (Auburn Hills, MI)

MA English Literature
Oakland University, 2012 (Rochester, MI)

Associates Degree, Business Communications
Toronto Metropolitan University, 2003
(Toronto, ON, Canada)

Certificate in Shakespearean Studies
University of Cambridge, 2001 (Cambridge, UK)

BA (Specialized, Honors), English Literature
York University, 1997 (Toronto, ON, Canada)

Certificate in English Literature Studies
University of Oxford, 1996 (Oxford, UK)

TECHNOLOGY

- Authoring: Articulate Suite (Rise, Storyline)
- LMS: D2L, Schoology, Blackboard, Google Classroom
- VLE: Pearson MyLab, IXL, Compass Learning, Cengage MindTap
- AI: Chat GPT, BARD, GEMINI
- Productivity: MS Office, iWork, GSuite
- Design: Canva, Adobe Suite, Squarespace
- Video editing: Camtasia, Panopto
- Communication & Collaboration: Slack, Airtable, Postoplan, Figma

CAREER HIGHLIGHTS

Adjunct English Instructor

Oakland Community College (2013 - Present)

- Courses taught: Academic Literacy II (ENG 1060), Composition I (ENG 1510), and Composition II (ENG 1520)
- Designing Learning curricula and implementing eLearning strategies to deliver CCOs to drive student success
- Conducting frequent individual (student) needs assessments
- Cultivating classroom cultures that promote openness, acceptance, trust, and creative collaboration

Owner, eDiscovery Studio, LLC

(September 2022 - Present)

- Founding and launching DailyMePlus, a subscription-based personal growth platform that drives lasting transformation with 5-minute interactive challenges.
- Designing and developing innovative, research-backed courses using instructional design principles to make personal growth accessible and engaging.
- Creating interactive eLearning experiences with Articulate Storyline and integrating multimedia and gamification to enhance engagement.
- Overseeing all business operations, including financial management, subscription services, marketing, sales, and website/app maintenance, ensuring sustainable growth and a seamless user experience.

Owner, KURSIV LLC

(March 2021 - August 2022)

- Designing Learning and eLearning solutions for corporate and private clients
- Creating and coaching private clients through my personal development program, the Momentum Project (now DailyMePlus).

Director, Marketing and Communications

Catapult / ShelisaB (March 2021 - Dec 2022)

- Leading and mentoring the marketing team
- Driving brand strategy development
- Developing marketing and communication strategies
- Acting as lead writer for all digital content
- Overseeing Instructional Design for the Catapult Program